

Abstract

The diploma thesis "Paid content of the Internet mutation of the sports newspaper Sport - a case study" deals with paid content on the Internet mutation of the Sports newspaper.

Paid content has been booming in recent years, and more and more readers are willing to pay for quality news. The work provides a comprehensive description of the form of paid content on a narrowly specialized sports medium.

The practical part consists of the main research question "What form does paid content take on a specialized medium?" In my opinion, for quality paid content, the following trinity is required to work together - content, editors, subscribers. In my thesis, I will focus on the first two areas - content and editorial. First, I will conduct a quantitative content analysis of articles that have been published in premium content. I will answer a series of secondary research questions through quantitative content analysis. This will give me enough information about the form of the content. However, since the editorial information cannot be found, I will interview them to find out what benefits this content brings them.